WEEKLY REVIEW

Another 100 per cent Increase For Week

$470.00 "PLUM" FOR MARKS

Dainty De Luxe, Series 16, Lands This Order

Fairbairn Writes Nice Order, $474.75

Series 33, Cardboard, Turns the Trick

New Contest About to Start

A Chance For Every Man To Win

The Weekly Review

Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

VOLUME TWO — Thursday, April 8, 1909 — NUMBER SIXTEEN

THE NEW CONTEST

APRIL 12 TO MAY 22

$30.00 Grip - - - - -	AA and A
$25.00 Grip - - - - -	BB and B
$30.00 Set of Trimmings - - -	AA and A
$25.00 Set of Trimmings - - -	BB and B

Trimmings Consist of Leather Cases With Full Set of Ten or Twelve Pieces.

BB and B CAN WIN AA and A PRIZE
AA and A MUST STAY IN THEIR CLASS TO WIN

Class AA.

Albert
Coleman
K. H. Gerlach
Meyer
Roberts
Shimmin
Woodman

Class A.

Barber
Byron
Cies
Finley
Lott
H. B. McDonald
Rowe
Ungerer

Class BB.

Beelman
Brooks
Carter
Conkling
Considine
A. E. Gerlach
Lindsley
Moore
Osmun
Reilly
Scott
H. E. Smith
Thompson
White
E. L. Whittier

Class B.

Barclay
Bayley
Betton
Blodgett
Bowles
Coulter
Ellis
Fadely
Fairbairn
Givan
Greenhalgh
Hatton
Henaghan
Huffert
Kimbrough
Lambert
Lindon
Marks
McCully
W. A. McDonald
McLaughlin
Morton
Parks
Saxton
Shepard
F. A. Smith
S. L. Smith
J. G. Whittier
Wiese
Urmson

After carefully going over our sales record during the past five weeks and making an estimate of what we may reasonably expect for this, the closing week of our present contest we feel sure that the volume of business has been much greater than it would have been had we offered no special inducements to our salesmen, and while we appreciate the fact that practically every man on the force is always anxious to get all the business he possibly can we feel sure that they take a special pride in winning out in a contest such as we have had since March 1st. While this does not close until Saturday night, we feel sure that at least fifteen men will win the splendid grips which we are offering, and it has been impossible for

us to think of anything better to offer as a prize in the coming contest than something along similar lines. We have ordered the present grips made in such a way that we can attach the fittings on the inside, so we are offering as a prize fittings of this kind, and can assure you that they will in every way be the equal of the grips, in fact, we are having these made to our special order and can promise you a set of trimmings that would sell in any first-class house for at least $30.00 for Class AA and A, and for $25.00 for Class BB and B.

We have also decided to offer the same grips which we have offered in the last contest to those who have not already won one, and we have re-classified all of the men and have put them so low that every man has better than an even chance of winning out. While we do not expect that every man on the force is going to win one of these prizes, we do know that every man has a chance of winning one.

One of our principal competitors for several years has offered a bag to all salesmen who had two consecutive thousand dollar weeks. In other words, if a man had a thousand dollar week, a second week of $900.00, and a third week of $1000.00, he could not win. Now, we have put the class AA at 2100.00 worth of business for six weeks; Class A at $1800.00 If any of the men in either of these classes can sell this amount during this time, he will be entitled to the best grip or the best set of fittings, whichever he prefers. In Class BB the salesman is expected to sell $1500.00 in six weeks, and in Class B $1200.00. This will entitle him to a grip valued at $25.00 or a set of trimmings valued at the same amount, and we believe that every man on the force will agree with us that it is not an impossibility for every man to win out under our classification.

In some cases it is simply a matter of our handing some of the boys a new traveling bag or a new set of trimmings, but we felt that it was better to do this, for our object in having this contest is to increase our sales, and we believe that it is better to put a man down for $200.00 or $250.00 a week where he is reasonably sure of reaching this amount and where they will all strive to win out, than to put the figures at a point where it will be impossible for more than a few of the men to prove winners at the close of the contest.

Our second contest this year started on March 1st. Last year our business in February was very much larger than in March. This year March was practically on an even basis with the preceding month, and this leads us to believe that the contest was responsible for our adding many thousands of dollars to our sales during the third month of the year, and if we can keep this up we are perfectly willing to make this special inducement to every man on the force. As we stated in our previous contest, the pleasure will be all ours if at the close we find that we can present every man on the force with one of these special prizes.

It is also understood that if a man in Class BB or B can sell the required amount necessary to win a Class AA or A grip, that he will be entitled to that prize, but the Class AA and A men cannot win a Class BB or B prize by selling the amount necessary for the men in these classes to win these prizes.

With several of our men who have been sick during the last contest again in the field and our entire sales force as a whole in comparatively good health, we hope that all of you will make it a point to give us good, steady work during the full six weeks, and we want to particularly urge every man to make a special effort to as nearly as possible send us in some business each day during each week. You will find that if you can get this habit, even though the orders may be small at times, that your future as a successful calendar salesman will be assured.

Now, let every man get out on the morning of the 12th and get in line to win one of these prizes, and at the same time assist us at headquarters in making the second contest of this nature fully as successful as the first.

T. R. Gerlach.

THE CALENDAR EXPERT

I think I have mentioned a time or two before that I had some experience as a calendar salesman a number of years ago. This was at a time when the calendar business was in its infancy. At that time all we talked about was why a calendar made a good advertisement. There was nothing about how the calendar was to be used, and as a matter of fact, a large majority of orders were placed because we could show the customer a picture that he liked without regard as to what he was going to do with it. In those days there weren't so many calendars distributed as there are now, and yet in spite of the crude methods, they did a great deal of good. In these days the man who uses calendars and gets the best value out of them must use different methods, and the salesman who makes the greatest success must be thoroughly posted on the business.

Mr. K. H. Gerlach has been selling calendars for a good many years and probably understands the business as well as any man on the road. In his early experience he did not attempt to pose as anything but a calendar salesman. He sold calendars as calendars and seldom discussed methods of distribution. He didn't have to. Nobody else did and he followed the usual rule. Of course, there are a great many cases now where he doesn't have to discuss the value of calendar advertising or methods of distribution. These are cases where his customers have been using calendars for years and have established methods of using them. Mr. Gerlach was at the home office over Sunday and in discussing the matter of selling calendars told us a number of instances where he secured business by methods which were entirely unknown a few years ago. Here is one case:

The customer was a bank that had used calendars occasionally, buying perhaps $35.00 worth of cardboards every other year. They had not used any for three years. When Mr Gerlach called on him last week, the banker stated positively that he was not going to use calendars; he could not see that they were of any particular benefit and it would not be worth while to show the line. Mr. Gerlach came back with something about like this: "I want to sell you calendars, but I do not want to sell them to you unless you feel that they are going to do you some good. I have just two propositions that I want to present to you each one of which will take me about two minutes to present."

He was invited into the back room and given an opportunity to explain his propositions. He first took out his jumbo hanger, "Raising the First American Flag," and suggested the advisability of placing one copy in each school room in the town and one copy in each school in the territory tributary to the town. "You can probably recall clearly even now certain instances of your school days. They made a wonderful impression upon your mind. You can readily see what an impression such a splendid historical subject as this will make on the plastic minds of the pupils of the schools. Particularly will this be true if you will offer prizes for the best essays on the incident depicted in the picture. Make these prizes not in the form of cash, but in the form of an open bank account, say $5.00 for one, $3.00 for another, and $2.00 for another. This method I believe, will be better than to offer a cash prize, because it brings forcibly to the minds of the children your business, and it also emphasizes the importance of a bank account."

"My next proposition is an altogether different one. Most bankers and business men who distribute calendars overlook the women and fail to realize their importance in the community. I have here a proposition which will particularly appeal to the women," and he showed him the Davis De Luxe Series. "Here are calendars which particularly appeal to the ladies. They will be highly prized and will be preserved. Furthermore, they will take it as a great compliment whether the calendar is sent to them by mail or they receive a special invitation to call for a calendar."

Mr. Gerlach had been only a few minutes explaining both propositions, with the result that he secured an order for 50 jumbos and 250 of the Davis De Luxe, amounting to $60.00 nearly twice as much as the bank ever spent before for calendars, and the order was secured after all the other calendar men had called and been turned down.

A good many of you run across this proposition:—A bank cashier tells you that he would like to have calendars, but that the Directors have decided against them. Mr. Gerlach ran across just such a proposition last week, and this is the line of talk he used to secure the order: "You are the Cashier of this bank. If

the Directors did not have faith in your judgment and ability to conduct this bank in a manner that would be profitable to the stockholders you would not be occupying this position. The Directors have not had an opportunity to investigate this proposition as I am going to present it to you. Now, if you take steps which will result in producing more business for the bank, they are going to commend your course." Then he presented the jumbo calendar with the school proposition. It was such an entirely reasonable proposition that the Cashier ordered 50 and thanked Mr. Gerlach for presenting it to him. While the order is a small one, it must be remembered that the town was a small one and this was the first order the bank had placed. It is the opening wedge for future business. They will undoubtedly be well satisfied with their investment and it will mean more business for the future.

Another banker in a small town usually bought calendars, but he was so much interested in outside enterprises that he let the calendar matter rest until late in the Fall, when he would send to several houses for samples and buy perhaps $25.00 or $30.00 worth of cheap cardboards. When Mr. Gerlach called he was informed that they would not buy calendars at all, or if they did, it would be very late in the season; it was entirely too early to discuss the matter and he was too busy to look over the samples. Again Mr. Gerlach asked for time to present just one proposition and show one sample. The result was an order for 60 jumbos, with the probability of increasing the order.

There was still another case that has to do with this school proposition. A bank had been buying about $35.00 worth of calendars, using cheap stuff. There had been a change in Cashiers, the new Cashier having formerly been connected with a Bank that never used calendars and he did not believe in using them at all. However, since he found that his new bank had been in the habit of using calendars he thought possibly later in the season they might buy a few, but he was not prepared to do it now. Our Lincoln calendar was hanging on the wall in the Cashier's office. "How do you like that calendar?" asked Mr. Gerlach "I think it is the finest one I ever saw," was the reply. Then Mr. Gerlach presented his school proposition, using the Lincoln hanger, to be distributed to the schools, with some of the smaller mounts to be given to the pupils who were to write essays on the subject. The result was an order amounting to $118.00.

In every one of the instances noted the buyers had been called on by from half a dozen to two dozen calendar men. These calendar men were selling calendars. Mr. Gerlach was selling a service. It is true that in each case referred to he used the school method, but there are many other methods which might be suggested, and there are other methods which he uses from time to time. What I am trying to impress upon you in this article is the fact that if you expect to be a success, you must try to do something more than simply sell calendars. A calendar is only an incident. It is the service that the buyer receives from what you are selling. The calendar is the vehicle which carries the adevrtisement and produces the desired results. Show a man how he can be benefitted by what you have to sell him and you have him interested at once. While you are asking for business, you are asking for it on a basis of giving value received. Study distribution methods. Before you try to sell a man, have in your mind a method of distribution. You should be able to select some method to suit each particular case. Do not suggest the same method to two men in the same town. If you will follow these suggestions, it doesn't make any difference how many calendar men have preceded you,—there is still business for you.

E. J. Barklow.

WITHDRAWAL NOTICE

LEFT-OVERS

The following numbers are now sold out

No. 993 Hanger. The Driving Girl.

" 13911 Cardboard. In the Adirondacks.

" 1595 A Blue Ridge Trail.

" 1693 A Virginia Twilight.

" 3694 Lucile.

MARCH CLOSES IN BRILLIANT STYLE

Sales For Last Week of Month Shows Enormous Increase. Actual Gain is 100 Per Cent.

New Prize Contest Starts Monday, April 12th. Let Us Make the Six Weeks Red Letter Weeks.

All Loyal G.-B. Salesmen Are Called Upon to Rally to The Colors. Every Man Must be Ready to "Fall In" At the Order to March.

When we finally closed the fourth week of March, and figured the total sales for the week, we were most agreeably surprised to find that had one salesman sent in an extra order or two amounting to say $30.00 or $40.00 each. the total volume of business for the week would have shown an exact increase of 100% over the corresponding week of last year. As the figures now stand we are short less than $100.00 of the required amount necessary to show such an increase, hence we refer to it above in round figures as 100%.

As the writer mentioned recently in the Review the G.-B. sales force has done such splendid work in the field this year that around headquarters we have gotten into the habit of talking 100% increase and no one seems to be particularly surprised or excited when the final reports for a week show such a marvelous gain. When one stops and gives it careful, sane thought, isn't this truly a really magnificent showing?

When the G.-B. Company entered the field a conservative estimate was made as to the volume of business that the new company could do its first year in the field. These estimates were made before the panic struck us late in 1907. Despite the fact that conditions were not favorable for a new company to enter the field the original figures set were exceeded and as a matter of fact the total volume of business written during the year compared favorably with the total business handled by some of the older companies after several years in the field. When all this is considered isn't it really remarkable that since our sales force entered the field Dec. 28th last, each week has shown an increase of anything from 75 to 100% over the corresponding weeks of the past year?

There is only one way to account for this remarkable showing, and that is, the G.-B. Company was able to deliver the goods in a most satisfactory manner the first year in the field, and the general satisfaction given buyers as well as the remarkably strong line placed in the hands of salesmen this year, has made this splendid showing possible.

There are a number of new men on the force and the majority of them have visited the factory before taking up the line, but even at that we don't believe they fully realize the wonderful success the G.-B. Company has met with. To these men we want to say that it is a mighty good plan to impress upon prospective buyers the facts mentioned above, as it is the best evidence on earth that the G.-B. Company has the best line of calendars ever placed before calendar buyers.

While, of course, we have received but few reports for the month of April up to the time this article is dictated everything points to the first week of the month showing a splendid total. Understand we are referring to the first full week of the month, reports for the 1st, 2nd and 3rd day of April were very favorable and we look to see this month run fully as good if not better than March in total volume of sales.

Mr. T. R. Gerlach will have something to say elsewhere regarding the new contest to start April 12th, and at the same time will outline full particulars. The contest as you notice is very similar to the one now on, except the force has been rated into four different

classes, and after the most careful consideration we honestly believe that without exception, every man on the force who will make the effort can prove a winner. Certainly nothing but sickness should cause a man to run below the average set for him.

There appears to be a good number of winners in the contest now on, and while it is not our intention to go over the sales book and review the contest fully at this time, it is noticed that Mr. Meyer for one, is far ahead of the average necessary for a class "B" man, in fact he is way ahead of the class "A" average. Mr. Roberts is another who is rated in class "B" and who is considerably ahead of his average. Mr. Coleman was rated as a class "A" man. He lost the full first week of the contest, which meant that he had to go better than $500.00 per week to win out, but at that he is now ahead of the necessary average. It was of course, expected that Mr. K. H. Gerlach would win out but we hardly expected that he would turn the trick in four weeks. His total at the end of the fourth week was $3000.00.

Mr. Marks is another dark horse that looms up now as a winner. Just as the writer is dictating this article word comes to his desk that an order was just received from Mr. Marks amounting to $470.00. This magnificent order was given him by a savings bank. He sold them our four splendid Palm subjects in series D16. Here is another instance where our dainty De Luxe series turns the trick, and made it possible for Mr. Marks to win a grip. We don't mean to say that it was impossible for Mr. Marks to win out otherwise, as he was not far behind the necessary average, but this splendid order makes it certain that he will win out, in fact he now has a chance to get out of his class and possibly win out under class "B" heading. It is not our custom to mention orders outside of the current week, but we take this occasion to call attention to the nice work of Mr. Marks, and at the same time point out to the new man the possibilities of the game.

Mr. Marks' work early in the year was most discouraging to himself and to the G.-B. Co. but we admired his grit and finally things began to improve, and he began to send in a small volume of business. The volume gradually increased until a this time he is sending in a very satisfactory business. The work of Mr. Marks simply proves that perseverence and grit and a careful study of the proposition you are presenting to buyers, is bound to win in the long run.

By the time this reaches you we will be well into the month of April, and we want to urge every man to put forth his best efforts to make April as good if not a better month than March. Weather conditions in most sections of the country will be better, and with the new contest just on to spur you to put forth your best efforts, we fully believe that such a showing is possible, in fact we know it is possible if each man will do his duty.

The average set for you during the six weeks of the contest is ridiculously low, and we will be very much surprised if a number do not get out of their class. If you will enter the contest with a determination of securing some business every day you will surely prove a winner.

In this connection we point to the magnificent work of Mr. A. E. Gerlach in Chicago. City territory is the hardest kind of territory from which to produce business with regularity nevertheless he has made the remarkable record of sending in business every day since Dec. 28th last, with the exception of Jan. 1st. Nothing less than the hardest kind of work and the determination not to send in a blank day has made this splendid showing possible.

WITHDRAWALS FROM 1910 LINE

¶ We have decided to to withdraw the following cardboard calendars from the line:

No. 2508. Aristocrats.
No. 2601. Fireside Reveries.
No. 2606. Lois.
No. 2101. A Fair Worshipper.
No. 2104. The Little Mother.
No. 2105. Rosalie.
No. 2106. Before the Hunt.

¶ Destroy your samples AT ONCE as no further orders WILL BE ACCEPTED.

WEEK ENDING MARCH 27th.

Mr. K. H. Gerlach, despite the fact that he put in but five days in the field, starting for the factory Friday afternoon reported a total of $858.25 for the week, made up of 16 orders and business every day for the five days. This nice week gives Mr. Gerlach approximately $3000.00 for the four weeks work, and places him far above the necessary average for a class "A" grip.

Mr. Coleman stands No. 2 with a total close onto $700.00. He reports a clean week and a total of 20 orders. Mr. Coleman's work during the past few weeks is certainly worthy of the highest praise. We mentioned in the Review some time ago, that Mr. Coleman lost the first full week of the contest, finding it necessary to be out of the field for one week on account of personal business matters, but despite this fact the splendid work for the past three weeks places him just slightly above the necessary average for a class "A" man in the contest. A glance at the sales book shows that he has reported business every day for the three weeks and a total of 49 orders. Bear in mind Mr. Coleman is not working a territory that is easy to work nor has he been in the territory any length of time. In fact if writer is reliably informed, he made his first trip into British Columbia with the G.-B. line last Fall, and his work is, therefore, all the more noteworthy.

Mr. Lott follows with a nice week having reported business on four days. His best order was booked on Monday amounting to $370.50; Tuesday he had one order; Wednesday and Thursday he was skunked; Friday two orders and Saturday another order.

Mr. Fairbairn stands No. 4. The nice total he reports for the week was helped out largely by a splendid order for Palm series cardboard calendars series 33, which amounts to $474.75

Mr. Saxton follow swith a total of eight orders and business for five days. His largest business was secured on Monday, when he wrote two orders amounting to $190.83; on Tuesday and Thursday he had two orders each day, Saturday he was skunked.

John Dean Thompson follows with a total just $5.00 less than that of Mr Saxton. He reports a clean week and a total of 14 orders Monday, Tuesday, Thursday and Saturday were productive of two orders each; on Wednesday and Friday he secured three orders each. This is certainly a nice week's work.

There are no less than 10 men that follow Mr. Thompson with a total within a few dollars of each other, Mr. Woodman's total being just $2.00 less than Mr. Thompson's. He reports business five days and a total of six orders Thursday was his unlucky day. His best orders were taken on Wednesday and Friday Wednesday's order amounting to $122.00 and Friday's $129.00. His other four orders were just of fair orders, but tend to make a very satisfactory total.

Mr. F. A. Smith follows with a total just $16.00 under Mr. Woodman's. His best business was reported on Tuesday when his two orders amounted to $222.00; Wednesday amounts to $90.00. His other orders were smaller.

Mr. Rowe reports a clean week and a total of ten orders. On Monday, Tuesday, Thursday and Friday his orders were just a fair size. His best days were Wednesday and Saturday Wednesday amounted to $108.00 and Saturday $124.00.

Mr. Carter stands No. 10, having reported a very fair business with a total of 15 orders and business every day. As we stated previously, there are a number of men whose totals are so close together that it is hard to separate them.

Mr. H. E. Smith follows Mr. Carter his total being just about $1.00 less for the entire week. He reports a total of eight orders and business for five days. On Wednesday he was skunked; his best business was written on Saturday when he booked two orders amounting to $245.00.

Mr. Marks reports a nice total for the week however, all of his business was done the first three days in the week, and it is unfortunate that his splendid work did not continue throughout the week.

Mr. Meyer follows with a total of 9 orders and business for five days. Thursday was his hoodoo day. Here is a man who has run far ahead of the necessary average in the present contest. He was rated under class "B" and his work for less than five weeks gives him a total of over $2700.00, the amount necessary to win out under class "A," and it will certainly give us a lot of pleasure to send Mr. Meyer one of the best grips.

Mr. Conkling follows with a satisfactory total having reported 12 orders and business for five days. He has only been with us a

little over a month and is a new man at the calendar game, but despite this fact he is doing splendid work, in fact he is above necessary average for Class "C" men.

Mr. Brooks like Mr. Conkling is a new addition to the force having been out for us in the neighborhood of five weeks. He likewise is doing splendid work, having reported a good business with regularity since entering the field. He is now above the necessary class "C" average and looks to be a winner under the heading under which he is rated.

Mr. Parks reports a total of 13 orders and business every day. There are quite a number of others who have reported a very nice business. We might mention the following as having sent in very fair totals for the week:—Messrs. Moore, Finley, Considine, Roberts, Ellis, Fadely and A. E. Gerlach.

Number of Orders.

Mr. Coleman leads under this heading with a total of twenty orders and business every day. Although Mr. K. H. Gerlach put in but five days in the field he reports a total of 16 orders and business for five days.

Mr. Carter follows with a total of 15 orders and a clean week to his credit. He is followed by Mr. Considine who also has a clean week and a total of 14 orders. Mr. Parks went through the week without a skunk and reported a total of 13 orders. Messrs. Conkling Rowe and Meyer follow in the order named with totals of 12, 10 and 9 orders respectively.

There are five tie for 9th position, each with a total of eight orders, namely Messrs. Fadely A. E. Gerlach, McCully, Saxton and H. E Smith. Two tie for 14th position, namely Mr Atherholt and Mr. Cies each with a total of 7 orders. Messrs. Brooks, Finley, Coulter and Woodman tie for 16th place having reported a total of six orders each.

The average size of the orders booked is about on a par with the preceding week and altogether the showing under this heading is satisfactory.

Days' Business.

Eight men reported business every day as against 10 men last week who had perfect weeks. Following is the list: Messrs. Carter Coleman, Fadely, A. E. Gerlach, McCully Parks, Rowe and Thompson. We should see a larger number of names under this heading and there is absolutely no question but that it is possible.

Look at the work of Mr. A. E. Gerlach which we mentioned elsewhere. He has not missed sending in business a single day since entering the field Dec. 28th with the exception of New Year's day, and as this day is observed very religiously in Chicago it would be foolish for any salesman to attempt to do business on that day. It is true there are other sections of

STANDING OF G.-B. SALESMEN FOR WEEK ENDING, MARCH 27th, 1909

	Standing In Sales	Days Business	No. Orders
Albert	43	7	17
Atherholt	27	3	10
Barber	30	4	13
Barclay	43	7	17
Bayley	24	3	12
Beelman	43	7	17
Betton	39	5	13
Brooks	15	2	11
Byron	43	7	17
Carter	10	1	3
Cies	29	3	10
Conkling	14	2	6
Coleman	2	1	1
Considine	19	3	13
Coulter	32	3	11
Ellis	22	5	15
Fadely	21	1	9
Fairbairn	4	5	15
Finley	18	2	11
Gerlach, A. E.	23	1	9
Gerlach, K. H.	1	2	2
Greenhalgh	43	7	17
Grossman	34	5	15
Heneghan	42	6	16
Huffert	43	7	17
Lambert	37	4	13
Lott	3	3	12
Lindsley	28	4	14
Marks	12	4	12
McCully	25	1	9
McDonald, H. B.	31	4	12
McLaughlin	36	4	13
Meyer	13	2	8
Moore	17	2	12
Morton	41	5	15
Osmun	43	7	17
Parks	16	1	5
Reilly	33	4	14
Roberts	20	4	13
Rowe	9	1	7
Saxton	5	2	9
Scott	38	4	14
Shepard	35	3	13
Shimmin	43	7	17
Smith, F. A.	8	4	13
Smith H. E.	11	2	9
Thompson	6	1	4
Ungerer	26	4	12
White	43	7	17
Whittier, J. G.	40	6	15
Woodman	7	2	11

the country particularly in the New England states in which it would not be possible to do business Jan. 1st., however, New Year's Day is considered a holiday generally, therefore Mr. Gerlach has not missed a single day reporting business this year. Any man who has done City work will fully appreciate what a wonderful showing this is.

Nine men report business for five days, viz Messrs. Brooks, Conkling, Finley, K. H. Gerlach, Meyer, Moore, Saxton, H. E. Smith and Woodman. The following report business for four days; Messrs. Atherholt, Bayley, Cies, Considine, Coulter, Lott and Shepard.

It is to be noted that the same names appear with few changes under this heading, with regularity. How can you account for the fact that it is possible for some men to do business practically every day, while others never get their name, or it rarely appears, under this heading? Don't you realize that if you make it a point to get business every day that the total volume of your business is going to be much larger? Why not try.

A new contest starts April 12th, and while there are no prizes offered for business regularity, nevertheless to a certain extent the men who are going to win out will be those who send in a good average of business every day If a man loses two or three days every week it means that he has got to work two or three times as hard the other days to do a big business, and it is going to be all the harder to keep up to the average. Of course, a big order will very often turn the tide and give a salesman the necessary average, but is it safe to depend on getting that big order? Why not figure on keeping up the average every day and then if the big order comes along it will be all velvet and just that much extra commission in your pocket.

We are not asking you to do something impossible, and if each man will start the new contest with the determination of keeping up his average every day he will come pretty near having a good total at the end of each week.

SOME GOOD ORDERS

Mr. Brooks' best order for the week was secured from a manufacturer. It calls for "Marion" in series 28 and "Highways and Byways by Motor" in series 52, the order amounting to $80.34.

Mr. Considine sold a fertilizer company "The Evening Song." The larger part of the order calling for series 21 and a smaller lot of series 3, this order amounts to $134.70. Mr Ellis sold a plaster company $131.00 worth of plain business calendars P-6002 in mailing tubes. Another fair order that he secured was from a horse dealer and amounts to $76.40 This order calls for a special reproduction of a horse on a 14x17 mount.

A bank placed an order with Mr. Finley amounting to $145.00. Their selection was "Autumn in the Tyrol" in series 3 and series D27. Mr. Fairbairn landed a fine order for Palm series and cardboard calendars series 33. It amounts to $474.75.

Mr. K. H. Gerlach had some few good orders during the week. The best one was from a bank. He sold them some jumbos "Raising the First American Flag" in roll form, and some left-overs, subject "Security" in mount and roll forms series 8, and "The Auto Girl" in series 8 roll. Another bank order Mr. Gerlach landed calls for "Tender Memories" in series 10, it amounts to $91.00. Still another bank placed an order amounting to $109.00. Their order calls for some mounts with special reproduction of their bank building, and 100 rolls series 7 "Raising the First American Flag." A savings bank gave Mr. Gerlach an order for 11x14 cardboard specials amounting to $75.00.

Mr. Lott landed a nice order amounting to $370.50. The subject sold was "His Last Farewell" in series M3 and series 3 roll, with certificate of deposit method of distribution.

A lumber company placed an order with Mr. Lindsley amounting to $114.50. They selected "An English Fishing Village" in series 7 roll with tubes. Mr. Marks sold a bank $130.00 worth of "His Last Farewell" in series D3.

Mr. Moore's best order of the week was secured from a laundry it amounts to $110.60 the subjects sold being "In the Park" and "Holly" in series D33 and a lot of jumbo rolls "The Sentinel." Mr. Publow sold a department store "A Little Mimic" in roll form, the order amounting to $122.00.

Mr. Roberts is still pushing mailing cards hard with the result that he is securing a very profitable business. His best order calls for Palm series with special ads. which he has pre-

pared for the tailoring business. It amounts to $134.00.

A carriage and sleigh manufacturer placed an order with Mr. Reilly amounting to $75.65 their selection being "Raising the First American Flag" in series M7. A manufacturer of stoves placed an order with Mr. Saxton amounting to $135.73. They selected "Dutch Fishing Boats" in series M21 with mailing devices.

Mr. H. E. Smith sold a manufacturer of varnish and paint "The Sentinel" in jumbo roll form. The order amounts to $226.50. Mr. F. A. Smith has two good orders. The better one was from a bank, and calls for "June" in series D33 at $189.00. Another bank gave Mr. Smith an order amounting to $90.16. This order calls for some left-over rolls subject "The Call" in series 1 and 9.

Mr. John Dean Thompson sold a dealer in horses, wagons, harness, etc., "Violets" and "Isabel" in series M16, the order amounting to $81.00. Mr. Urmson sold a dealer in fruit and produce "Rocky Fords" in series 25 and series 9, roll form. Their order amounts to $148.90.

Mr. Woodman's best order of the week was secured from a manufacturer of fixtures. Their selection was "Raising the First American Flag" in series M7, and it amounts to $122.00 A real estate dealer gave an order with Mr Woodman amounting to $128.90. The selection was "Edge of the Wood" in series M3

NEWS FROM THE FIELD

It Pays to Show the Line.

In sending in an order amounting to $44.00 Mr. McCully refers to it as windfall, and is apparently the result of showing the line to a buyer who said he had placed his order and there would be no use of showing the line. "Violet" made such a hit with him that he finally informed Mr. McCully that the order placed "was subject to cancellation" and ended by giving McCully a straight order for "Violet." **Moral: Show the line to every buyer or prospective buyer of calendars.** McCully's letter follows:

"The enclosed order for $44.00 was one of those unexpected windfalls one will run onto occasionally. I called upon Mr. —— yesterday and he informed me that he had placed his order for 250 10x20 mounts with the Woodward-Tiernan Co. He was too busy to glance at the line then but I wanted his order for 1911, and got him to set a time today when he would give me five minutes to show a few of our nice subjects. He said there was no chance of selling him as his order was placed, but finally admitted liked "Violet" better than the one he had ordered. Then he told me his order was subject to cancellation, and he would see if there was still time to cancel it. He found he could cancel it up until May 1st. **Showing the line without hope for an order saved me a skunk today.**

McCULLY."

Reilly in Love with "A June Rose."

Last week we mentioned the grand order that Mr. Reilly landed with our splendid Blenner "A June Rose." This order amounted to $1250.00, and is it any wonder that Reilly is in love with the Blenner girl? Needless to say that an order of this kind is not secured without competition, but Mr. Reilly states that it was not much more trouble for him to land than any ordinary order, and as a matter of fact we are informed in another letter that the buyer was so favorably impressed with the subject and our workmanship, that he informed Mr. Reilly that if we could show him as good a subject next year, their order was ours. They not only buy the subject as their calendar, but purchase the original painting as well. Mr. Reilly is to be congratulated on landing this magnificent order, and we can promise him right now new subjects that will enable him to land the business next year. His letter follows:

"In December when I was introduced to our "A June Rose" I admired her. Today I am in love with her, but Mrs. R. is not jealous. The ladies of many lithographic houses and the fine colection of the American Colortype Co. were turned to the wall. In a contest against them all she has won out.

Mr. Gerlach picked out the winner for me, and I trust that his taste in ladies is as good now as it was one year ago. She will go down among our tropical brothers and sisters a splendid advertisement for these people.

It is as usual a victory for the G.-B. line, and the order was not much more trouble than the usual order.

REILLY."

A Clever Argument Swings Order for Scott.

Mr. Scott answers the fellow who intended to use thermometers as an advertising medium in a pretty clever manner, and incidentally lands the order. We will let him tell about it in his own words:

"Nobody takes the Review more seriously than I do, and you need not be surprised when I say that every time you have had anything to say about "bread and butter business" I have felt the advice was intended for me, if not for me only. I have always intended to go after the small trade, but you know how it is, the big fish get in the way.

When you sent me the left-overs I began putting in part of the day with the small buyers. Cannot say that I have sold so much in dollars and cents, but I certainly have sold orders where I did not know in advance whether or not they were calendar buyers. It proves Mr. Cies' argument that "two buyers will take the place of every quitter." As we usually say it was not much of an order, and in this case it certainly was not, but we won anyhow

whether the argument took root or not. We sent a house calendar to a party who I understand had bought last year. They told me on the phone today they had not and would not use calendars, might use thermometers, etc.

Now I am jealous of the house calendar and I went after them to at least get our money back. Then my prospective purchaser tried to get out of the corner using the thermometer as a shield, and I put this proposition to him. "Now we of course, agree that the object in advertising is to familiarize the possible buyer with the dealer, the goods he sells, and the location of the dealer at the same time, so that when in the market he will think of him before some other dealer. Now the only times a man looks at a thermometer is when he is too hot or too cool, when he is uncomfortable. That is not the time I would want a man to be thinking of me. Now this man has just caught a fine bass—you get the point? The time to introduce yourself or your business to a man is when he is feeling good. If you hook your name to anything let it be something that will put a man in good humor.

Well as I said it was only a small order but it won. They are very well to do and we may see them more sometime.

SCOTT."

A Competitor Hands Some Hot Air to Coulter, Which Needless to Say, He Disregards.

The representative of one of our competitors took it upon himself to tell Coulter about a bank order that he had so solid that no one else could touch, and Coulter profiting by the advice called upon the cashier of the institution and incidentally introduced the G.-B. line, sold a bill and secured a promise from the cashier to "wait for the G.-B. line next year." Mr. Coulter undoubtedly feels greatly endebted to this salesman. His letter follows:

"Enclosed find a small order from the First National Bank. Yesterday this bank placed its regular order with the Osborne Company, and last night their salesman informed me that he had that bank so solid that when he went in there he was both seller and buyer. That he always selected the subject and they told him how many they wanted. I called on the cashier this morning, introduced myself and told him that Mr. —— had told me that he had sold them and that it was no use for me to call, but that I wanted to pay my respects and show my line even though he had bought.

Then I went on to tell him what a splendid calendar I had for school house advertising, and finally he said, "Where is your case?" Then I got busy and got his order, and also his promise to wait for me next year.

The town has been worked to death, there were three of us at the hotel last night, there has been three in this little town ahead of me this week, but I will get an order tomorrow morning.

COULTER."

More About Daily Report Blanks.

We have had something to say about daily report blanks lately. Mr. Beelman made a suggestion regarding a coupon system of acknowledging orders from salesmen, but now realizes that the daily report blank if properly used is a splendid system, in fact no better system could be devised. If every salesman will make it a point to report daily, he insures the impossibility of any orders going astray.

If we know that a salesman is in the habit of reporting daily and then fail to receive his report, naturally we would call his attention to the matter. It is therefore, a mighty good plan to send in daily report blanks every day, in fact it is part of our system and it is absolutely necessary that this method be followed out. Mr. Beelman's letter follows:

"I can readily see that the daily report blanks will keep a perfect check on us salesmen, and the coupon receipts I suggested would be unnecessary.

Should you not get report blanks from me coming every working day of the season, please notify me which day or days you have missed, and I will make another report on that day.

BEELMAN."

The G.-B. Line in a Murphy Town.

In another letter Mr. McCully writes about the total business that he has secured from a town in his territory, in which Murphy previously has sold all the good calendars that have been used. This town is not large and McCully has landed close onto $300.00 worth of business there which speaks pretty well for the G.-B. line. His letter follows:

"The enclosed orders are from old Murphy customers. Mr. B—— having sold them for at least two years. This is the last straw here. Have sent in three orders from here this week amounting to over $134.00, all old Murphy customers. On the first trip I got one of $113.00 away from them. This has been a Murphy stronghold owing to their man living near here. Hope to get some more of their customers next year.

McCULLY."

Coleman Says they Can't Resist the G.-B. Line.

Mr. Coleman recently reported a total of 16 orders all in city work. As a matter of fact the city as we understand it had been pretty well worked by competitors but despite the fact he secured business every day and the splendid total of 16 orders. His letter follows:

"Landed 16 orders this week all in city work, which ought to show all our boys no matter what lines have come before, they will "fall" for ours most all the time. These old blase buyers who have become tired looking at lines warm up something great when our stuff is put before them.

COLEMAN."